Applicant(s): Stephen K. Pinto et al. PREDICTIVE MODEL GENERATION

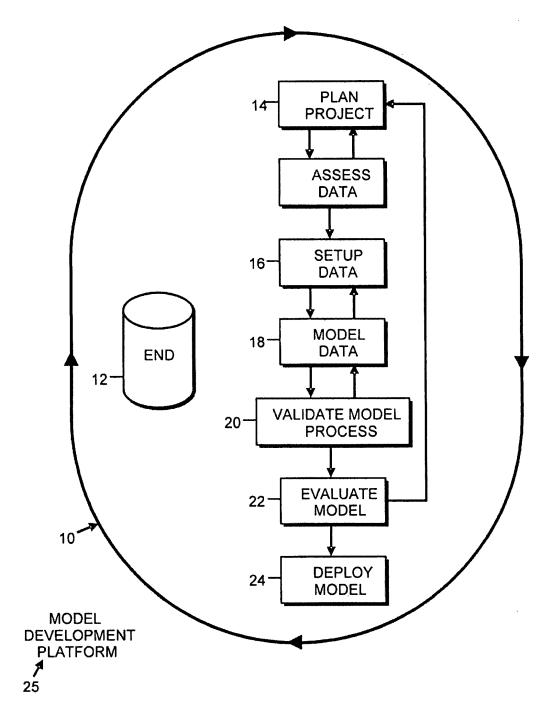


FIG. 1

## REPLACEMENT SHEET

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PREDICTIVE MODEL GENERATION

	•	ModelProject's Ta		
_	_ [	Field Name	Data Type	Nescription
	_	ProjectID 52	AutoNumber	Unique Number Indexing Model Projects
1	•	ProjectName	Text	Reference Name for Model Project
•		ProjectType 54	Text	Type of Model to be constructed (Response, Clone, Suppression,)
		Project Goal FG	Text	Analyst-defined goal for current Model Project
	Ĺ		Date/Time	Identifying Time Stamp for first use
		ProjectEndDate 700	Date/Time	Last used Time Stamp
		ProjectDataset —	Text	Full pathname reference to Development dataset
		ProjectDataDictionary 60	Text	Full pathname reference to metadata and Model status and data
		ProjectLog	Text	Full pathname reference to log of Analyst decisions
		Variable	Text	Target variable selected for Model
		ModelFitnessCriterion 62	Number	Desired c-index for Model set by Analyst
		ModelPerformanceCriterion	Number	Desired zone of positive Model Gain set by Client
		ModelPerformanceMonotonicityCriterion	Number	Desired level of Monotonicity
•		DevelopmentDatasetSize	Number	Total number of records in Developement Dataset
		PositiveOutcomes(%)	Number	Number of successful outcomes as a percent of Development Dataset Size
		SampleSize(%)	Number	Size of Training Sample as a percent of total Development Dataset Size used for Candidate
		VariableCount	Number	Initial Number of Predictor Variables
	[	SampleDistribution	Hyperlink	Distribution of Predictor Variables: Graphs and Statistics
		SamolByDistribution	Hyperlink	Distribution of Predictor for Positive and Negative Outcomes
		InteractionTree	Hyperlink	Cross-validated Partition Tree For key Predictor Variables
	1	DimensionReductionMissingFilter	Number	Number of Predictor Variables Eliminated for Missing Variables
		DimensionReductionCutoff	Number	Cutoff set by Analyst for Percent of Missing Values Acceptable
		DimensionReductionMainEffects	Number	Number of Predictor Variables Retained for Main Effects
		] DimensionReductionMainEffectsCutoff	Number	Cutoff set by Analyst for Significance of Main Effects
		DimensionReductionInteractionEffects	Number	Number of Predictor Variables Retained for Interaction Effects
		DimensionReductionInteractionEffectsCutoff	Number	Cutoff set by Analyst for Significance of Interaction Effects
		DimensionReductionVariableCount	Number	Number of Predictor Variables resulting from Dimension Reduction
		] CandidateModelChoice	Text	Model Type applied to Dimension Reduced Dataset
		CandidateModelChoiceConstraint	Number	Retention Cutoff or Significance Level for Model Variables
		CandidateModelResult	Hyperlink	Model Fitting Results
		CandidateModelLiftChart	Hyperlink	Model Non-Cumulative Lift Chart
		CandidateModelPersitenceChart	Hyperlink	Model Persistence Chart for Key Variables
_		ValidationMethod	Text	Method Selected for Model Development Process Validation
	Ī	ValidationMethodResults	Hyperlink	Model Application to Validation Dataset(s) Results
		ValidationMethodLiftChart	Hyperlink	Model Validation Lift Chart
	T	FinalModelResults	Hyperlink	Model Development Process applied to full Development Dataset Results
	1	FinalModelLiftChartComparison	Hyperlink	Final Model applied to Sample and Validation datasets for Cumulative Lift
		FinalModelNonCumulativeLiftChartComparison	Hyperlink	Final Model applied to Sample and Validation datasets for Non-cumulative Lift
_		FinalModelEquation	Text	Model Parameterized Equation using Model Transformed Variables
		ScoringDatabase	Text	Full pathname reference to Scoring File Input Database
	Ī	DevelopmentScoringComparison	Hyperlink	Key Variable Comparison on Decile Basis
	T	DevelopmentScoringDistributionComparison	Hyperlink	Propensity Score Distribution for Development and Scoring File (Subset)
		ScoredResults	Text	Full pathname reference to Scoring File Output Dataset
	T	InsightProfileMethod	Text	r Insight Variables
	T	InsightProfile	Hyperlink	Ranked List of Key Variables
	T	InsightProfileChart	Hyperlink	Contribution
	T	FinalReportEntry	Мето	Final Report Description and Comments